

# United States Census 2020

## **2020 Research and Testing: 2018 Informed Delivery® Pilot USPS-Census Bureau Partnership**

**Program Manager: Gregory Hanks**

**Project Manager: Lisa Frid**

## Table of Contents

Executive Summary .....	4
1. Introduction .....	6
1.1. Scope .....	6
1.2. Intended Audience.....	7
1.3. Informed Delivery® Campaign Set Up .....	7
2. Background.....	8
2.1. Goals and Expected Results .....	8
3. Pilot Results and Analysis .....	9
3.1. Total Responses by Contact Phase.....	9
3.2. Total Responses by ID and Non-ID .....	13
3.3. Total Responses by Cohort .....	14
4. Cost Analysis .....	15
5. Lessons Learned .....	16
5.1. Campaign Management.....	16
5.2. Reporting and Performance Measurement .....	16
5.3. Marketing and Campaign Reach .....	17
6. Conclusion .....	18
7. References .....	19
Appendix A: Panel Matrix by Cohort.....	19
Appendix B: Ride Along Images.....	20
Appendix C Informed Delivery® Post-Campaign Analysis Reports .....	21

## List of Tables

Table 1: Informed Delivery® Raw Data.....	9
Table 2: Breakdown of ID vs Non-ID Response Rate.....	13
Table 3: Completed Questionnaires by Cohort.....	14

## List of Figures

Figure 1: ID Email Open Rate and Number of Opened Emails.....	10
Figure 2: ID Clickthrough Rate .....	11
Figure 3: ISR Starts and Completes by Mailing .....	12
Figure 4: ISR Conversion Percentage.....	12
Figure 5: Normalized Response Rates by Cohort.....	14
Figure 6: ISR Conversion Percentage.....	15

[This page intentionally left blank]

## Executive Summary

This analysis report presents the results of the Informed Delivery® pilot conducted in partnership with the United States Postal Service (USPS) during the 2018 End-to-End Census Test. The scope of the Informed Delivery® pilot was to leverage the USPS' Informed Delivery® technology to increase internet self-response across the first five mailings of the 2018 End-to-End Census Test contact strategy and the follow-up Nonresponse Followup operation (NRFU) mailing. The universe of Informed Delivery® users within Providence County, RI, was 12,198 at the beginning of the pilot and reached 16,191 by the conclusion.

Informed Delivery® is a free service provided by the USPS, and did not require the creation of an Interagency Agreement. The total cost to the Census Bureau for use of the technology was \$0.

The Census Bureau implemented use of the Informed Delivery® technology through thirty nine distinct groupings or batches of Census mail pieces, called campaigns, that were executed and studied as part of the pilot. When an enrolled user was sent a mail piece from the Census Bureau, they received an email with a scanned image of that mail piece, as well as a hyperlinked image created by the Census Bureau. This ride-along image linked to the Internet Self-Response (ISR) questionnaire for the 2018 End-to-End Census Test. The intent of this pilot was to examine the viability of using Informed Delivery® to encourage residents to complete an ISR questionnaire.

Many metrics were collected as a part of this effort, including the number of emails sent, the number of emails opened, the number of links to the ISR questionnaire clicked, and the response rates of users once on the ISR questionnaire was started. This information was collected from five different mailings, which were aligned to four overarching cohorts as defined by the contact strategy:

1. Internet First English Only
2. Internet First English/Spanish
3. Internet Choice English Only
4. Internet Choice English/Spanish

Over the course of the analysis, the team looked at how response rates changed with each mailing and what effect the four cohort listed above had on those rates. The average open rate for an Informed Delivery® email was nearly 70 percent and stayed relatively constant through all mailings. The rate at which users would click on the ride-along image was greatest at 5.9 percent for all opened emails in the first mailing. The clickthrough rate steadily declined to a terminal value of 2.1 percent by the fifth mailing.

There was over a 50 percent chance of an individual completing a questionnaire that he or she started. This is strong evidence that creating a more appealing image and increasing marketing around the Census Bureau's use of Informed Delivery® can lead to increased response.

In order to document and make adjustments as needed, lessons learned were captured throughout the pilot. The Informed Delivery® tool is relatively easy to use, but more planning needs to be conducted ahead of a full decennial census in order to properly organize and document each campaign. The methods for tracking in this document worked on a small scale but would need rework if the Census Bureau wanted to scale this program nationally.

There are many things the Census Bureau can improve upon in the future to take full advantage of the breadth of Informed Delivery® services. Working with USPS subject matter experts, creating interactive images, and generating more targeted messaging based on cohort, group, and mailing, the Census Bureau can improve the overall response rate by using Informed Delivery®.

## **1. Introduction**

The purpose of the Informed Delivery® pilot was to explore the utilization of the USPS-Census Bureau partnership to increase internet self-response as part of the 2018 End-to-End Census Test. Informed Delivery® is a free subscription service that allows participating users to receive scanned images of the exterior of incoming letter-sized mail pieces that are processed through automated USPS mail equipment. Participating users then have access to their mail images via email notification, online dashboard, or mobile app. One of the expectations for utilizing this technology during the 2018 End-to-End Census Test was to encourage every subscriber in the Providence, RI, area to respond to the 2018 End-to-End Census Test questionnaire.

Utilizing Informed Delivery® during the 2018 End-to-End Census Test entailed providing USPS with a ride-along image and a corresponding URL that would appear in tandem with the Informed Delivery® mail image seen by subscribers. The ride-along image was included with the image of the Census Bureau mail piece in an email that participating users received and was hyperlinked to the 2018 End-to-End Census Test self-response questionnaire. Users clicked on the linked image and were directed to the Internet Self Response (ISR) questionnaire where they could access and complete the 2018 End-to-End Census Test questionnaire. See Appendix B for an example of the ride-along image used as part of the 2018 End-to-End Census Test Informed Delivery® pilot.

The goal of utilizing Informed Delivery® during the 2018 End-to-End Census Test was to provide an additional means of accessing the ISR questionnaire and to measure the number of self-responses delivered via Informed Delivery® usage.

Coordination for the Informed Delivery® pilot was managed through the USPS-Census Bureau Enterprise Partnership Coordination team, and tactical decisions were made within that cross-agency team and across the partnership working groups.

### **1.1. Scope**

The scope of the Informed Delivery® pilot was to determine the viability of using Informed Delivery® to encourage self-response during the 2020 Census and to highlight the partnership between the USPS and Census Bureau in an operational environment. The expected outcome was to fully utilize this free technology and additional channel for self-response and subsequently, to obtain comparison data using the 2018 End-to-End Test site to determine how Informed Delivery® affected response rates in a specific geography.

## 1.2. Intended Audience

This report is intended for use by team members, Decennial Census Programs management, and Census Bureau executive leadership to develop plans for future testing and decision making for the 2020 Census and beyond. Both internal and external stakeholders may use this document as a reference and guide. It is assumed that the reader has a basic understanding of the decennial census.

## 1.3. Informed Delivery® Campaign Set Up

The Informed Delivery® platform allows for unique Informed Delivery® “campaigns” to be set up using a combination of Mailer Identifier (MID) and sequence number range. For the Informed Delivery® pilot, this combination was used to identify specific Census Bureau mail pieces and the cohorts in which those mail pieces were to be delivered as part of the 2018 End-to-End Census Test. The partnership coordination team set up and executed 31 separate campaigns across five mailings to seven distinct cohorts, and an additional eight campaigns for the NRFU test, totaling 39 Informed Delivery® campaigns. See Appendix A for the *Panel Matrix by Cohort* document which lists all Package ID/mail groups that were used to separate the cohorts.

At the outset of the Informed Delivery® pilot, a decision was made to use the USPS Mailer Campaign Portal provided by the USPS to set up and execute the campaigns, as opposed to the USPS’ PostalOne! Solution. In its *Informed Delivery® Interactive Campaign Guide* (<https://www.usps.com/business/pdf/informed-delivery-interactive-campaign-guide.pdf>), USPS suggested that the Mailer Campaign Portal should be used for lower volume or less-complex campaigns. It also indicated that PostalOne! required the use of specially formatted metadata files for campaign submission, which would not have been easily built or acquired by the partnership coordination team. The USPS Mailer Campaign Portal was accessed via the USPS Business Customer Gateway and provided the partnership coordination team with the ability to create and edit campaigns, view campaign data and results, create campaign templates, and store associated media.

Use of Informed Delivery® in conjunction with the 2018 End-to-End Census Test mailings was tracked using standard and detailed reports provided within the USPS Mailer Campaign Portal. These standard and detailed reports focused on Informed Delivery® statistics such as number of emails sent, number of emails opened, and number of click throughs on the ride-along graphic. An example of the Post-Campaign Analysis summary and detailed reports generated from the USPS Mailer Campaign Portal can be found in Appendix C.



Specific usage metrics detailing access to the ISR questionnaire via Informed Delivery® were gathered using Splunk-generated reports on ISR questionnaire starts and completions. The Splunk tool analyzed log files on the back end of the ISR questionnaire and was used by the Census Bureau to capture and analyze session activity generated on the ISR questionnaire. The partnership coordination team received reports generated from the Splunk tool daily, such as when a user started a questionnaire, how long it took to complete, and what mailing or cohort the user was in. This supporting technology was implemented at the Census Bureau and was mapped to corresponding data in the USPS reports.

The mapping between USPS and Census Bureau data was done using a custom URL for each Informed Delivery® campaign that was set up to tie a particular campaign to the Package ID/mail group that uniquely identified the contact and cohort combination. When a respondent clicked on the link to the ISR questionnaire from Informed Delivery®, data was captured in both Informed Delivery® and the ISR questionnaire to identify from which campaign it had occurred.

The combination of both USPS and Census Bureau reports provided for accurate, integrated reporting on the usage of Informed Delivery® to both internal and external stakeholders on a daily and weekly basis.

## **2. Background**

The USPS-Census Bureau Strategic Partnership was formally established under the Geography Division in the fall of 2016 to achieve the goal of being a “one stop shop” for coordinating and documenting the various activities jointly conducted between the two organizations. An objective of the partnership is to “[a]chieve collaborative value by working together across all lines of shared business at the enterprise level.” As part of the initial brainstorming sessions between USPS and Census Bureau leadership in the formative months of the partnership, the idea of using Informed Delivery® was put forth. Census Bureau use of Informed Delivery® to promote the ability to respond online to the 2018 End-to-End Census Test was an opportunity to test the stated objective of achieving collaborative value. The hypothesis was that, from a Census Bureau perspective, the use of Informed Delivery® would further optimize self-response by accelerating response rates from respondents who did not have to wait to receive physical mail to respond to the census questionnaire, and from a USPS perspective, Informed Delivery® would showcase federal use of the platform and potentially deliver a high-profile use case.

### **2.1. Goals and Expected Results**

The partnership coordination team proposed the following business goal for the Informed Delivery® pilot:

- To have Informed Delivery® subscribers in Providence County view and click the Census Bureau ride-along image on the day that their test mailing was to be received, access the ISR questionnaire, and complete it.

In order to track the number of Informed Delivery® subscribers in Providence County, the USPS team sent out weekly updates about the universe of subscribers across the area. At the outset of the pilot in mid-March, there were 12,198 subscribers. By July 31, 2018, there were 16,191 subscribers in the area. This range became the potential reach of the Informed Delivery® pilot.

### 3. Pilot Results and Analysis

Throughout the 2018 End-to-End Census Test, 30,831 emails were sent to Informed Delivery® subscribers in the Providence County test site with an ISR-linked ride-along image adjacent to the scanned image of the Census Bureau mail piece. A total of 21,079 of those emails were opened – representing an open rate of 68 percent. The Census Bureau mailpieces were sent in five separate mailings across multiple cohorts meant to target different audiences and then an additional NRFU mailing was sent as well. The results section below analyzes several metrics as they relate to different contacts and cohorts to identify patterns that could help improve census ISR rates. The NRFU mailing was left out of the analysis below in an effort to focus on the first five mailpieces that had the same ride-along image.

#### 3.1. Total Responses by Contact Phase

Table 1 outlines the original Informed Delivery® data provided by USPS as it related to the pilot. The 2018 End-to-End Census Test was conducted in multiple contact phases. The table breaks out the number of emails sent and emails opened in each mailing that were sent to residents. The number of clickthroughs represents the total number of times a user was sent to the ISR home page from their email. The click-to-open-rate depicts the percentage of users who both opened their email and were sent to the ISR home page. Finally, there is a count of the number of questionnaires that were started and completed as a result of Informed Delivery®. The figures in Section 3 analyze this information to discover insights that will lead to higher response rates and better use of Informed Delivery® in the 2020 Decennial Census.

Table 1: Informed Delivery® Raw Data for 2018 End-to-End Census Test

Contact Phase	Emails Sent	Emails Opened	Click Throughs	Click-To-Open-Rate	ISR Questionnaires Started	ISR Questionnaires Completed
Mailing 1	7445	4794	317	6.6%	25	3

Mailing 2	7393	4754	202	4.3%	17	12
Mailing 3	6246	3737	133	3.6%	21	15
Mailing 4	4628	3014	89	3.0%	23	16
Mailing 5	4407	2851	60	2.1%	10	8
<b>TOTAL</b>	<b>30119</b>	<b>19150</b>	<b>801</b>	<b>4.2%</b>	<b>96</b>	<b>54</b>

Figure 1 below highlights the open rate of emails sent by the Informed Delivery® platform that contained a scanned image of the Census Bureau mail piece, the Census Bureau's ride along image, and a hyperlink to the ISR home page. The blue bars represent the total number of emails opened during each mailing.

Figure 1: Informed Delivery Number of Opened Emails

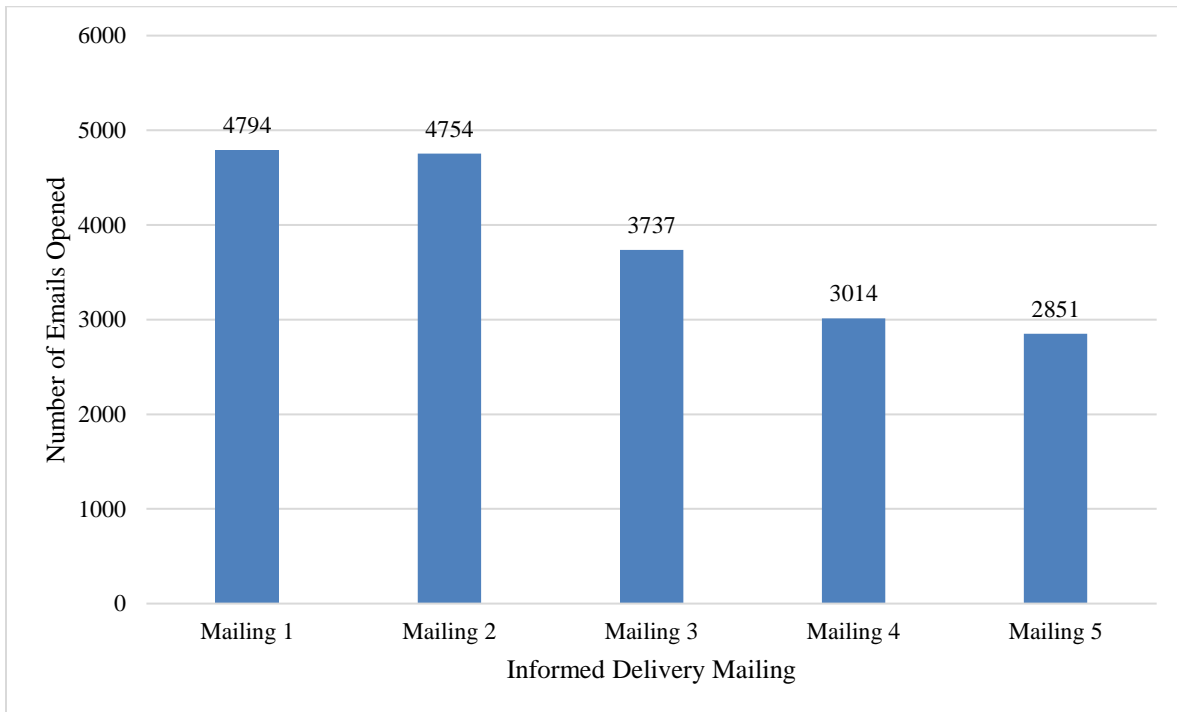


Figure 2 depicts the clickthrough rate broken down by each mailing for the census test. The clickthrough rate represents how many times a user that opened their Informed Delivery® email took the further step to click on the link to the ISR questionnaire. Of the 19,150 Informed Delivery® emails opened, 801 users clicked on the link. During the first mailing, 6.6 percent of email recipients clicked on the link to the ISR questionnaire. The percentage dropped with each mailing as potential respondents either had previously clicked it, had responded via a different channel, or were disinterested in taking the next step. This trend displays the high importance of attracting the potential respondent's attention early in the mailing cycle in order to have the best chance of him or her completing the ISR questionnaire.

Figure 2: ID Clickthrough Rate

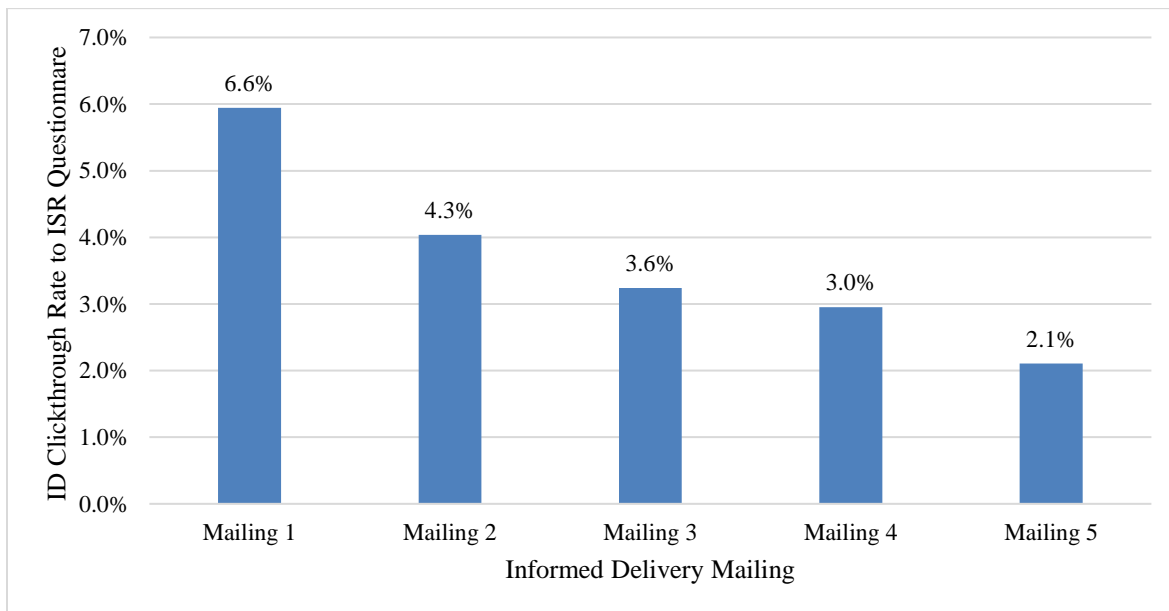


Figure 3 displays the total number of started and completed questionnaires that were a direct result of a potential respondent clicking the link to the ISR questionnaire from Informed Delivery®. The blue bars display the number of started questionnaires broken down by mailing. The red bars depict the number of completed questionnaires per mailing and the bars on the far left show the totals for both categories. The data below analyzes the relationship between respondents starting a questionnaire and then following it through to completion. After Mailing 1, respondents recorded a conversion rate of over 70 percent.

Figure 3: ISR Starts and Completes by Mailing

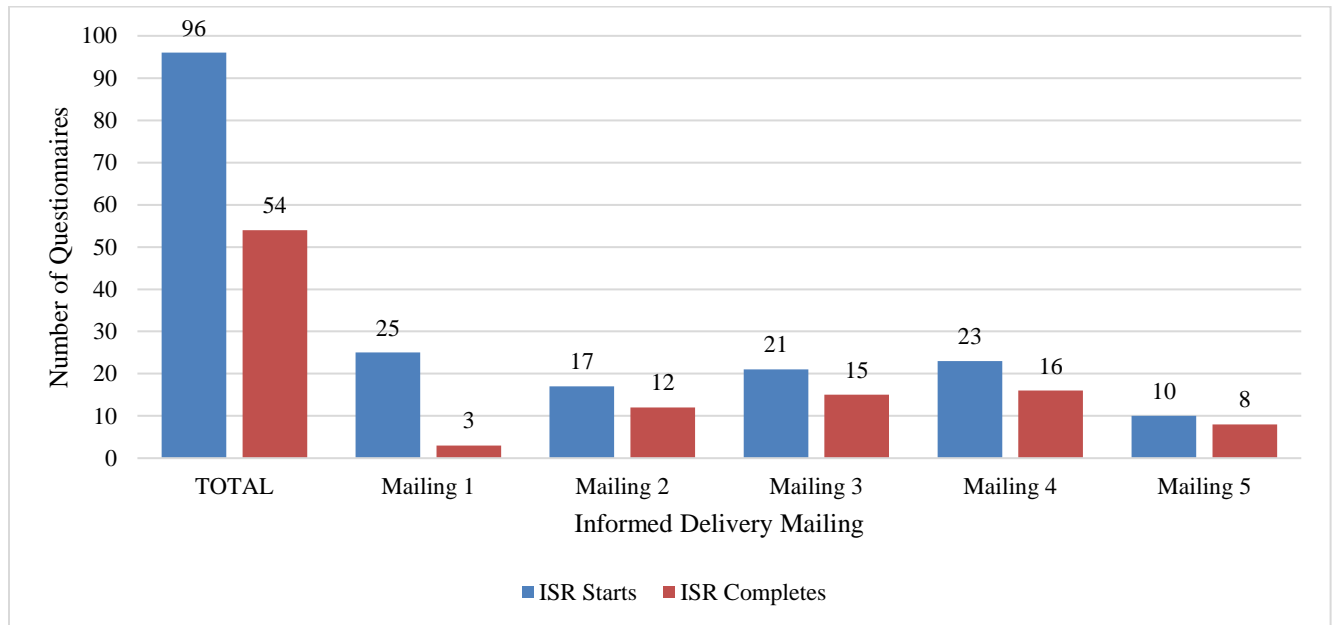
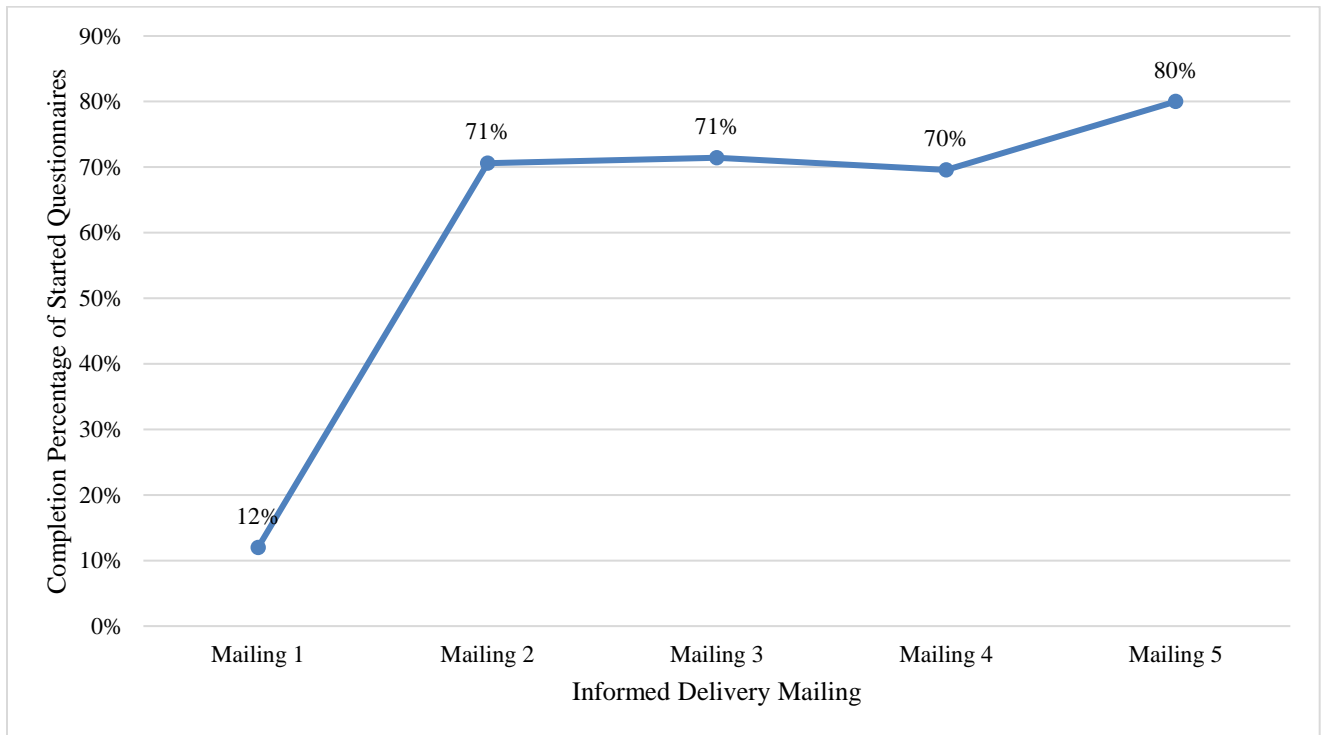


Figure 4 shows the ISR conversion percentage defined as the percent of users who started a questionnaire and then followed it through to completion. There was a greater than 50 percent chance a user would complete the questionnaire once it was started. More information on this topic can be seen in Figure 4. After the first mailing, there is a consistently high rate of users who start a questionnaire, finishing it to completion. The low conversion rate related to the first mailing could have been caused by a variety of factors from the small sample size to users not being fully informed in the first mailing about what they needed to do to complete the census questionnaire.

Figure 4: ISR Conversion Percentage



### 3.2. Total Responses by ID and Non-ID

Table 2 breaks down the behavior and response rate of users with their unique Census ID and those without their ID. Overall, users were more likely to start their questionnaire using the Census ID path. Seventy two (72) email recipients started their questionnaire using the ID path and 40 of those starts resulted in successful completion of the questionnaire. This represents a conversion percentage of approximately 55 percent. Twenty-four email recipients started their questionnaire using the non-ID path and 14 of those starts resulted in successful completion. This represents a similar conversion percentage of around 58 percent.

Table 2: Breakdown of Non-ID vs ID Response Rate

Project	Non-ID ISR Questionnaires Started	Non-ID ISR Questionnaires Completed	Percentage of Non-ID ISR Completed	ID ISR Questionnaires Started	ID ISR Questionnaire Completed	Percentage of ID ISR Completed
Informed Delivery®	24	14	58%	72	40	55%

### 3.3. Total Responses by Cohort

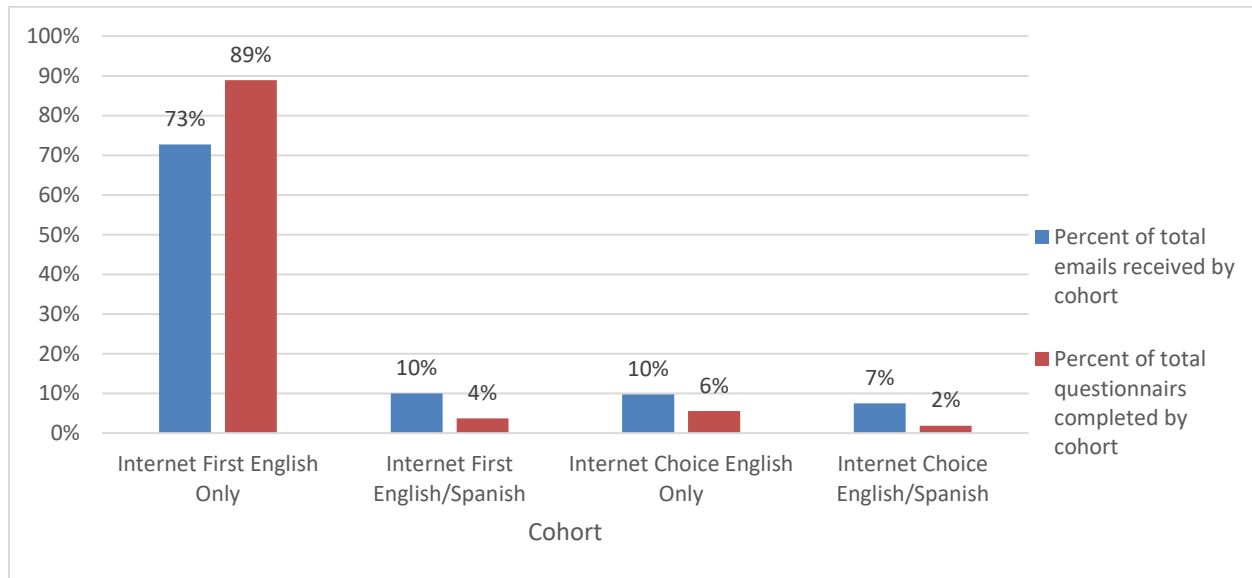
Table 3 shows the breakdown of the completed questionnaires by language grouping, or cohort. The Internet First English Only cohort completed significantly more questionnaires than the other groups.

Table 3: Completed Questionnaires by Cohort

Cohort	Completed Questionnaires
Internet First English Only	48
Internet First English/Spanish	2
Internet Choice English Only	3
Internet Choice English/Spanish	1

Figure 5 normalizes the completions for each cohort by detailing how many completions occurred relative to what percent of emails were sent to those groups. For example, the Internet First English Only cohort received 73 percent of all emails in the pilot and completed 89 percent of all questionnaires.

Figure 5: Normalized Response Rates by Cohort



The final part of the analysis looked at the individual cohorts of the population. The respondents were segmented into four main survey groups:

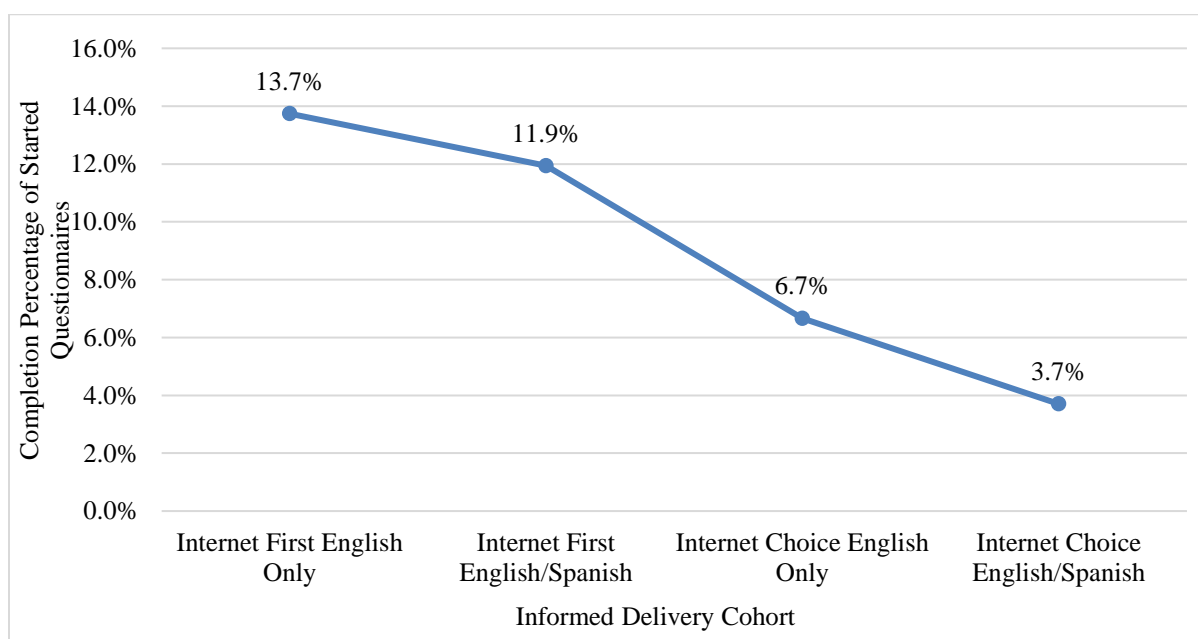
1. Internet First English Only
2. Internet First English/Spanish
3. Internet Choice English Only

#### 4. Internet Choice English/Spanish

The team looked at data for the groups above as it related to all five mailings. Overall, each group had a similar clickthrough rate of between 4 percent and 5 percent for each mailing. The major difference could be seen once a user had clicked the link and found himself or herself at the ISR questionnaire. A user in the Internet First English Only group had a 13.7% chance of starting a questionnaire once on the ISR landing page. A user in the Internet/Choice English Spanish group had a 3.7 percent chance of beginning the questionnaire once on the ISR landing page.

Figure 6 explores the relationship between cohort segment, clickthrough rate, and ISR start percentage. The data indicate that the Internet First English group were the most likely to start the questionnaire. The incidence of participation decreased as the audience who may not speak English as a first language grew.

Figure 6: ISR Conversion Percentage



#### 4. Cost Analysis

There was no external cost associated with the use of Informed Delivery®, as it is a free service provided by the USPS. Internal costs included salary and overheads for one full-time federal employee (GG-0301-14) and funded billable hours from the Geography Division's contract consultant, Accenture Federal Services®.



## 5. Lessons Learned

In order to document and make adjustments as needed, Lessons Learned sessions were captured throughout the pilot. The majority of the execution of the Informed Delivery® campaigns for the 2018 End-to-End Census Test was performed by the USPS partnership coordination team. Sections 5.1 – 5.3 outline key Lessons Learned by the team throughout the pilot that will be useful in future implementations.

### 5.1. Campaign Management

The creation of 39 campaigns required more advanced planning and time management than anticipated, even though the USPS Mailer Campaign Portal was a fairly intuitive tool. The required fields and mailing serial numbers were updated and stored in a separate master file on a rolling basis in order to ensure accuracy and uniformity across the campaigns. The campaign tracking document, called the “Informed Delivery® Mailing Strategy” was created shortly before the first campaigns were expected to begin and updated before each of the five primary mailings and NRFU. A tracking document similar to this should be created much further in advance. The document should include all the necessary information needed to create anticipated campaigns, including the mailing serial numbers provided by the print vendor and the Forms Printing and Distribution team within the Decennial Census Management Division. That document can then be used as a tool to populate the required fields in files that will be submitted via PostalOne! or in the USPS Mailer Campaign Tool for all anticipated campaigns *before* the first campaign is set to begin, rather than creating new campaigns on a rolling basis. This will reduce time lost to seeking out multiple teams for disparate information, including serial numbers and landing page URLs.

Communications professionals who are accustomed to the cadence of releasing promotional messaging at planned intervals will complete these tasks going forward. It is recommended that the PostalOne! solution be used as it is more suited for larger volume, more complex campaigns, like those anticipated for the 2020 Census.

### 5.2. Reporting and Performance Measurement

Early in the pilot, the partnership coordination team dedicated time to researching industry best practices on email marketing metrics in order to set expectations and to get a sense of the Informed Delivery® pilot’s performance. However, there is still an opportunity to gain a better understanding of key performance indicators and typical metrics for public-sector communications. Metrics and goals should be determined well in advance of the first campaign. Having established metrics will improve communications and reports shared with

stakeholders and leadership by providing a common performance baseline to measure against.

The simple solution for ensuring that data remains accurate and accessible for large-scale Informed Delivery® use would include more testing on the data-generating tools far in advance of campaign execution.

There will also need be a dedicated partner at USPS who provides a weekly update on the number of Informed Delivery® subscribers, both email-enabled and not. These figures provide a baseline to measure the effectiveness and growth of the Informed Delivery® tool.

### **5.3. Marketing and Campaign Reach**

During interviews with USPS and Census Bureau stakeholders, multiple individuals expressed concern that this pilot did not maximize the full potential of the Informed Delivery® technology, which led the project to yield less-than-expected results from a USPS perspective. These interviewees believed this was due to difficulty in navigating the approval process at the Census Bureau. Some changes that could potentially make Informed Delivery® campaigns more effective are:

- Work closely with subject matter experts from USPS early and often to understand how to maximize appeal and effectiveness of campaigns.
- Use an interactive image in place of the mail scan, rather than just a ride along at the bottom of the email.
- Change the images and messaging for each mailing so that respondents get a variety of calls to action when opening the email.
- Change the images and messaging for each cohort so that respondents get a call to action that is most appealing to their demographic.
- Analyze the number of clicks required from opening of the Informed Delivery® email to starting question 1 of the census questionnaire and make updates to the ISR website to lower that number.

In addition to making improvements directly to the email campaigns, the overall impact of Informed Delivery® could be increased with an external marketing push. This could be accomplished by releasing supplemental campaigns to the public to announce Informed Delivery® campaigns for the 2020 Census using the other advertising platforms available. Messaging that simultaneously promotes Informed Delivery® and the decennial census could provide long-term benefits for both USPS and the Census Bureau.

## 6. Conclusion

The Informed Delivery® pilot was successfully implemented by the partnership coordination team in a short period of time and provided the Census Bureau with useful information about the potential for utilizing Informed Delivery® for the 2020 Census. The Census Bureau used the free Informed Delivery® service provided by the USPS to provide additional means by which respondents in the 2018 End-to-End Census test site in Providence County could access the online questionnaire. This effort will lead to more future work and initiatives between the organizations as they work together to “achieve collaborative value” as stated in the partnership objectives.

## 7. References

### Appendix A: Panel Matrix by Cohort



Panel Matrix By  
Cohort.pdf

2018 Test Mail Materials and Panel Design Matrix with Mailing Dates and Address file package ID information 3/1/18

\*Contacts 1 & 2 – addressed and staged in coordination with USPS to meet the targeted in-home dates. Contracts 3 through 5 are mailed as they are produced to best comply with in-home target dates.

Panel	Contact #1			Contact #2			Contact #3*			Contact #4*			Contact #5*		
Workload Cut Date							3/20/2018	3/24/2018	3/28/2018	4/2/2018	4/5/2018	4/9/2018	4/11/2018	4/15/2018	4/18/2018
Address File Delivery Date	2/12/2018			2/12/2018			3/22/2018	3/26/2018	3/30/2018	4/4/2018	4/7/2018	4/11/2018	4/13/2018	4/17/2018	4/20/2018
Mailing dates	Mail Cohort 1 Flg. part "A"	Mail Cohort 2 Flg. part "B"	Mail Cohort 3 Flg. part "C"	Mail Cohort 1 Flg. part "A"	Mail Cohort 2 Flg. part "B"	Mail Cohort 3 Flg. part "C"	Mail Cohort 1 Flg. part "A"	Mail Cohort 2 Flg. part "B"	Mail Cohort 3 Flg. part "C"	Mail Cohort 1 Flg. part "A"	Mail Cohort 2 Flg. part "B"	Mail Cohort 3 Flg. part "C"	Mail Cohort 1 Flg. part "A"	Mail Cohort 2 Flg. part "B"	Mail Cohort 3 Flg. part "C"
Target in-home mail dates	3/16/2018	3/20/2018	3/23/2018	3/20/2018	3/23/2018	3/27/2018	3/30/2018	4/3/2018	4/6/2018	4/12/2018	4/16/2018	4/19/2018	4/23/2018	4/26/2018	4/30/2018
Package ID/mail group	PIA	PIB	PIC	RIA	RIB	RIC	CIA	CIB	CIC	Q3A	Q3B	Q3C	C5A	C5B	C5C
1 Internet First English Only	Letter: DH-16(L1) Insert: DH-17(CQA) Envelope: DH-6B(IN)(E/S)			Letter: DH-16(L3) Envelope :DH-5(E/S)			Postcard: DH-9(P)			Questionnaire: DH-1 Letter: DH-17(L1) Envelope: DH-6A(1)(IN)(E/S) Return Envelope: DH-8A(E/S)			"It's Not Too Late" postcard Postcard: DH-9		
Package ID/mail group	P2A	P2B	P2C	R2A	R2B	R2C	C2A	C2B	C2C	Q4A	Q4B	Q4C	C6A	C6B	C6C
2 Internet First English/Spanish	Letter: DH-16(L1)(E/S) Inserts: DH-17(E/S)P1 + DH-17(CQA) Envelope: DH-6B(IN)(E/S)			Letter: DH-16(L3)(E/S) Envelope:DH-5(E/S)			Postcard: DH-9(P)(E/S)			Questionnaire: DH-1(E/S) Letter: DH-17(L1)(E/S) Insert: DH-17(E/S) Envelope: DH-6A(1)(IN)(E/S) Return Envelope: DH-8A(E/S)			"It's Not Too Late" postcard Postcard: DH-9(E/S)		
Mailing dates	In-home date (coincides with Cohort 1 part "A") 3/16/2018			In-home date (coincides with Cohort 1 part "A") 3/20/2018			Mail date (coincides with Cohort 1 part "A") 3/27/2018			Mail date (coincides with Cohort 1 part "A") 4/9/2018			Mail date (coincides with Cohort 1 part "A") 4/19/2018		
Target in-home mail dates							3/30/2018			4/12/2018			4/23/2018		
Package ID/mail group	Q1A			R3A			C3A			Q3A			C5A		
3 Internet Choice English only	Questionnaire: DH-1 Letter: DH-16(L2) Insert: DH-17(CQA) Envelope: DH-6A(IN)(E/S) Return Envelope: DH-8A(E/S)			Letter: DH-16(L4) Envelope:DH-5(E/S)			Postcard: DH-9(C)			Questionnaire: DH-1 Letter: DH-17(L1) Envelope: DH-6A(1)(IN)(E/S) Return Envelope: DH-8A(E/S)			"It's Not Too Late" postcard Postcard: DH-9		
Package ID/mail group	Q2A			R4A			C4A			Q4A			C6A		
4 Internet Choice English/Spanish	Questionnaire: DH-1(E/S) Letter: DH-16(L2)(E/S) Inserts: DH-17(E/S) + DH-17(CQA) Envelope: DH-6A(IN)(E/S) Return Envelope: DH-8A(E/S)			Letter: DH-16(L4)(E/S) Envelope:DH-5(E/S)			Postcard: DH-9(C)(E/S)			Questionnaire: DH-1(E/S) Letter: DH-17(L1)(E/S) Insert: DH-17(E/S) Envelope: DH-6A(1)(IN)(E/S) Return Envelope: DH-8A(E/S)			"It's Not Too Late" postcard Postcard: DH-9(E/S)		

Legend: Package ID = package content (two characters) + cohort  
 P - Internet Invitation  
 R - Reminder Letter  
 C - Postcard  
 Q - Questionnaire

## Appendix B: Ride Along Images

Figure 6: Ride Along Image for Campaigns 1-32

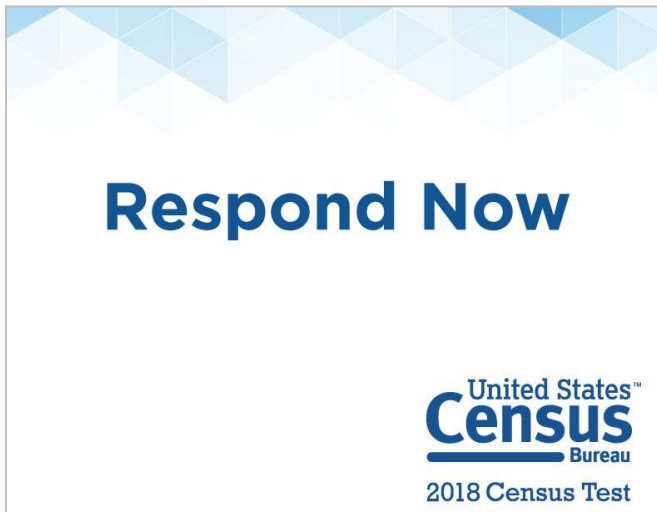
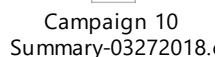


Figure 7: Ride Along Image for Campaigns 32-39

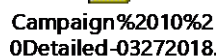


A. Post Campaign Analysis Summary Report. Below shows an example of the summary report generated for Campaign 10.



File Home Insert Page Layout Formulas Data Review View Developer Help Power Pivot Tell me what you want to do									
A1 : fx CAMPAIGN_DISPLAY_NAME									
	A	B	C	D	E	F	G	H	I
1	CAMPAIGN_DISPLAY_NAME	CAMPAIGN_TITLE	CAMPAIGN_CODE	MAILPIECES	EMAILS	EMAIL_OPEN	EMAIL_OPEN_RATE	CLICK_THROUGH	CLICK_THROUGH_RATE
2	U.S. Census Bureau	2018 Census Test: Campaign 10	Census10_Mailing1_IF_P1C	5972	3102	2207	0.7	120	0

B. Post Campaign Analysis Detailed Report. Below shows an example of the detailed report generated for Campaign 10.



File Home Insert Page Layout Formulas Data Review View Developer Help Power Pivot Tell me what you want to do														
Q1														
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
	BRAND_DISPLAY_NAME	MAILER	CAMPAIGN_CODE	CAMPAIGN_TITLE	SUBMITTER_CODE	START_DATE	END_DATE	START_SER	END_SER	ZI	MAILPIECE	DELIVERY_DATE	EMAIL_COUNT	WHENWASEMAILSENT
1	U.S. Census Bureau	983	Census10_Mailing1_IF_P1	2018 Census Test: Campaign	24442666	00:00	00:00	100530477	100625648	###	2.00881E+11	3/22/2018 5:00	2.0468E+10	3/22/2018 11:59
2	U.S. Census Bureau	983	Census10_Mailing1_IF_P1	2018 Census Test: Campaign	24442666	00:00	00:00	100530477	100625648	###	2.00881E+11	3/22/2018 5:00	2.0468E+10	3/22/2018 11:59
3	U.S. Census Bureau	983	Census10_Mailing1_IF_P1	2018 Census Test: Campaign	24442666	00:00	00:00	100530477	100625648	###	2.00881E+11	3/22/2018 5:00	2.0468E+10	3/22/2018 11:59
4	U.S. Census Bureau	983	Census10_Mailing1_IF_P1	2018 Census Test: Campaign	24442666	00:00	00:00	100530477	100625648	###	2.00881E+11	3/22/2018 5:00	2.0468E+10	3/22/2018 11:59
5	U.S. Census Bureau	983	Census10_Mailing1_IF_P1	2018 Census Test: Campaign	24442666	00:00	00:00	100530477	100625648	###	2.00881E+11	3/22/2018 5:00	2.0468E+10	3/22/2018 11:59
6	U.S. Census Bureau	983	Census10_Mailing1_IF_P1	2018 Census Test: Campaign	24442666	00:00	00:00	100530477	100625648	###	2.00881E+11	3/22/2018 5:00	2.0468E+10	3/22/2018 11:59
7	U.S. Census Bureau	983	Census10_Mailing1_IF_P1	2018 Census Test: Campaign	24442666	00:00	00:00	100530477	100625648	###	2.00881E+11	3/22/2018 5:00	2.0468E+10	3/22/2018 11:59
8	U.S. Census Bureau	983	Census10_Mailing1_IF_P1	2018 Census Test: Campaign	24442666	00:00	00:00	100530477	100625648	###	2.00881E+11	3/22/2018 5:00	2.0468E+10	3/22/2018 11:59
9	U.S. Census Bureau	983	Census10_Mailing1_IF_P1	2018 Census Test: Campaign	24442666	00:00	00:00	100530477	100625648	###	2.00881E+11	3/22/2018 5:00	2.0468E+10	3/22/2018 11:59
10	U.S. Census Bureau	983	Census10_Mailing1_IF_P1	2018 Census Test: Campaign	24442666	00:00	00:00	100530477	100625648	###	2.00881E+11	3/22/2018 5:00	2.0468E+10	3/22/2018 11:59
11	U.S. Census Bureau	983	Census10_Mailing1_IF_P1	2018 Census Test: Campaign	24442666	00:00	00:00	100530477	100625648	###	2.00881E+11	3/22/2018 5:00	2.0468E+10	3/22/2018 11:59
12	U.S. Census Bureau	983	Census10_Mailing1_IF_P1	2018 Census Test: Campaign	24442666	00:00	00:00	100530477	100625648	###	2.00881E+11	3/22/2018 5:00	2.0468E+10	3/22/2018 11:59
13	U.S. Census Bureau	983	Census10_Mailing1_IF_P1	2018 Census Test: Campaign	24442666	00:00	00:00	100530477	100625648	###	2.00881E+11	3/22/2018 5:00	2.0468E+10	3/22/2018 11:59
14	U.S. Census Bureau	983	Census10_Mailing1_IF_P1	2018 Census Test: Campaign	24442666	00:00	00:00	100530477	100625648	###	2.00881E+11	3/22/2018 5:00	2.0468E+10	3/22/2018 11:59
15	U.S. Census Bureau	983	Census10_Mailing1_IF_P1	2018 Census Test: Campaign	24442666	00:00	00:00	100530477	100625648	###	2.00881E+11	3/22/2018 5:00	2.0468E+10	3/22/2018 11:59
16	U.S. Census Bureau	983	Census10_Mailing1_IF_P1	2018 Census Test: Campaign	24442666	00:00	00:00	100530477	100625648	###	2.00881E+11	3/22/2018 5:00	2.0468E+10	3/22/2018 11:59
17	U.S. Census Bureau	983	Census10_Mailing1_IF_P1	2018 Census Test: Campaign	24442666	00:00	00:00	100530477	100625648	###	2.00885E+11	3/22/2018 5:00	2.0468E+10	3/22/2018 11:59
18	U.S. Census Bureau	983	Census10_Mailing1_IF_P1	2018 Census Test: Campaign	24442666	00:00	00:00	100530477	100625648	###	2.00885E+11	3/22/2018 5:00	2.0468E+10	3/22/2018 11:59
19	U.S. Census Bureau	983	Census10_Mailing1_IF_P1	2018 Census Test: Campaign	24442666	00:00	00:00	100530477	100625648	###	2.00885E+11	3/22/2018 5:00	2.0468E+10	3/22/2018 11:59
20	U.S. Census Bureau	983	Census10_Mailing1_IF_P1	2018 Census Test: Campaign	24442666	00:00	00:00	100530477	100625648	###	2.00886E+11	3/22/2018 5:00	2.0467E+10	3/22/2018 11:59